



Strategic Planning Committee

September 30th to October 1st, 2016

Portland, Oregon

Strategic Priorities for 2016-2017:

Goal #1 – Professional Development

- Contact the Executive Director at ASRM office to discuss possibility of SREI and PCRS paper exchange at Annual Meetings.
- Create a library of prior issues of Vitality (PCRS newsletter) on the PCRS website.
- Place all 2017 Annual Meeting power point presentations on the PCRS website in the Members Only section.
- Create a library of previous Annual Meeting abstract power point presentations on the Members Only section of the PCRS website.
- Increase interactivity across all educational sessions at the Annual Meeting.
- Request the Program Committee to arrange for two debates at the 2017 Annual Meeting as opposed to the Journal Club.

Goal #2 – Networking

1. Introduce all PCRS Board members during Welcome Reception at the Annual Meeting.
2. Email nursing attendees prior to the Annual Meeting to meet each other early during the proceedings to encourage interaction. (Reception)
3. Consider holding the nurses and genetic counselor reception at the Annual Meeting earlier than Saturday.
4. Work closely with Fellowship Directors to guarantee fellows stay for the duration of the Annual Meeting through Sunday at 12 Noon.
5. Offer first time attendees the option of engaging with a mentor (established PCRS member) to derive maximum benefit from attending the Annual Meeting.

Goal #3 – Thought Leadership

- Maintain awareness of quality improvement programs across the breadth of the organization.
- Identify quality improvement management techniques and pass on to future Program Committees.
- Include self- improvement soft topics such as enhancing the patient experience, team building and problem solving on attendee surveys to determine interest and demand.
- Contemplate offering a one-day meeting addressing when to refer patients to REI's. Use existing Seattle program as model for format and offer initially to PCRS members in either Los Angeles or San Francisco. (Think this idea is for outreach, not necessarily PCRS members)
- Actively engage sponsors to capture new knowledge coming from industry as opposed to the profession in order to address topics which may not be on the Annual Meeting program in a timely manner.
- Create a bullet list of topics of concern to the profession and not currently addressed which could result in a partnership with sponsors by means of special breakfast, luncheon or dinner presentations during the Annual Meeting.

- Consider a panel discussion during the Annual Meeting with lawyers and practitioners concerning cautionary tales of learning from one's mistakes.
- Investigate utilizing Two Shoes app during Annual Meeting to post questions for speakers which are all captured and posted.

Goal #4 – Leadership Development

- Increase visibility of all active PCRS volunteers on Society website.
- Assign Board member(s) the responsibility of volunteer outreach and active interaction with existing committees.
- Task Board of Directors with the responsibility of exploring making PCRS relevant to members on a year round basis as opposed to solely focusing on the Annual Meeting. Could be initially addressed at the 2017 Board of Directors Orientation following the Annual Meeting.

Goal #5- Financial Viability

- Continue expanding and diversifying sponsor opportunities.
- Widely communicate the option to speakers of donating their honorarium back to the PCRS scholarship fund. Publish list of such donors during the Annual Meeting and on the website.
- Actively solicit PCRS members to donate to the scholarship fund. Increase optional \$25 contribution to scholarships on the dues invoice to \$50.
- Appoint fund raising committee to increase awareness and contributions to the endowment fund which impacts overall amount of scholarships, maintains lower meeting attendance fees, etc. Establish clear goals and a marketing plan.
- Publicize endowment fund contributors at the Annual Meeting.
- Secure major contribution(s) to the endowment/scholarship fund in 2017 and announce during the President's remarks at the Annual Meeting. Issue a member challenge for matching funds. Encourage Board and Past President contributions as well.
- Offer members the option to pay annual dues three years in advance.
- Staff recommendations on operating fund and investment reserves to be made to the Board by the end of 2016.
- Staff following up on the creation of a Corporate Council with Ferring and Illumina to formulate a proposal for Board consideration in March 2017.

Goal #6 – Brand & Image

- Appoint Communications Committee with overall and specific responsibilities for informative interaction with the membership including newsletter articles, social media, member updates, website messaging and enhancements as well increasing overall awareness of PCRS activities and accomplishments.
- Widely promote that it is the 65th Annual Meeting in 2017. Utilize the website, on site signage/publications and theme the Welcoming Reception to celebrate the anniversary.

Goal #7 – Governance

Create detailed job descriptions for officers, individual Board members and active past presidents including specific expectations and assigned duties during terms of office. Staff to draft guidelines and recommendations for Board input and approval. (Most exist in BOD Policy Book)

Miscellaneous TBD Items: . ** (COMPLETED)

1. Alex Q and Steve N to be appointed to the 2017 Nominating Committee. Two new Board members, a Vice President of Finance and a President-elect need to be vetted and identified for a membership ballot. **
2. Monitor the level of participation from genetic counselors and consider as future members of the Program Committee and eventually as potential Board candidates should it be warranted.
3. Further evaluate offering educational grants in the future to both nurses and embryologists. These would include complimentary Annual Meeting registration and a cash stipend of up to \$500 to defray other attendee costs.
4. Create handout on all available PCRS scholarships for ARSM, and promote on the Society website and in the newsletter. . **
5. Maintain a focus on retaining existing PCRS members, which is more cost effective than developing efforts to acquire new ones.
6. Recommended Strategic Planning Committee members be appointed for a minimum of three years to maintain historical perspective, ensure continuity and retain an educated strategic focus. . **
7. A Transition Committee has been appointed to oversee the acquisition of new and capable society management in 2018. A request for proposals (RFP) will be completed by December 2016. Initial interest will be ascertained during the CME Alliance meeting in mid-January 2017. It is expected that a new management company will have been vetted and selected by January 2018 from two to three finalist candidates. The selected candidate will attend the 2018 Annual Meeting and the official turnover is expected to take place on July 1st, 2018.
8. The Transition Committee will remain active for the first year of the new management company's tenure to provide advice, counsel and oversight. It hopes to enlist the consulting services of Alexis Smith to closely monitor financial performance and compliance.
9. Encourage individual Board members to commit one hour to serving in the PCRS booth at ASRM.
10. Emphasize to sponsors the importance of marketing and incorporating fun elements into dinner symposiums held in conjunction with the Annual Meeting.

Recorded and submitted by Gary Boyler
October 4th, 2016